

# Press Release

**FOR IMMEDIATE RELEASE**

## **MALAYSIA TO HOST MEETINGS & EVENT AUSTRALIA ANNUAL CONFERENCE 2014**

- ***Malaysia is the first country in South East Asia to host Meetings & Events Australia (MEA) Annual National Conference 2014***

**Kuala Lumpur, 9 May 2013** – The Malaysia Convention & Exhibition Bureau (MyCEB), established by the Ministry of Tourism, announces another bid win for the country- the Meetings & Events Australia (MEA) Annual National Conference 2014. The announcement was made at the closing ceremony of the MEA Annual Conference 2013 where MEA 2014 will be taking place in Malaysia for four days from 15 to 17 May 2014 at the award-winning Kuala Lumpur Convention Centre. This marks the first time the Conference is taking place in South East Asia and only the second time outside of Australia. It is expected to attract over 600 delegates and is estimated to generate RM 6.4 million in economic impact for the country.

The MEA conference was first held in 1975 and has become the pre-eminent meetings industry conference in Australia. The main objective of the conference is to gain invaluable knowledge and improve the understanding of future business directions in the meetings industry. MEA also presents new trends, benchmark service delivery and new technology, which aims to refresh and motivate participants through experiences and knowledge sharing.

Attended by delegates from across Australia's major cities and regional centres, the conference will also be attended by delegates from New Zealand, Malaysia and Singapore. These delegates range from conference and event management professionals including Professional Conference Organisers (PCOs), event management companies, in-house associations, corporate meeting planners and suppliers to the business events industry.

"We are proud to announce our bid win for the MEA Annual Conference. This Conference is indeed a meaningful one as it will bring Asia's and Australia's meeting industries closer together," said Ho Yoke Ping, MyCEB's General Manager of Sales and Marketing at the MEA conference 2013. Upon the announcement which was welcomed with a spectacular hand percussion performance, Ho also added, "The Conference is a prominent event in Australia gathering industry experts and we are glad to gain their support and trust in choosing Malaysia as the first time host in South East Asia."

The supporting partners that will be working together with MyCEB in ensuring the success of the Conference include Kuala Lumpur City Hall, Kuala Lumpur Convention Centre, Malaysia Airlines and Radius Malaysia.

Linda Gaunt, Chief Executive Officer of MEA commented, "Choosing Malaysia is very timely as Australia looks to strengthen its trade and economic ties with Asia. Malaysia is certainly an appropriate choice for the MEA 2014 Conference as it has an excellent track record for hosting international conventions. The Kuala Lumpur Convention Centre is a perfect fit with exceptional supporting infrastructure making it very convenient for delegates. It is an excellent platform for the industries of Asia and Australia to engage, collaborate, build business networks and exchange ideas in what is the most dynamic growth region in the world."

The MEA 2014 Conference will be one of the key business events taking place in Tourism Malaysia's Visit Malaysia Year.

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**NOTE TO EDITORS**

**About the Malaysia Convention & Exhibition Bureau (MyCEB)**

MyCEB was established in 2009 by Ministry of Tourism, Malaysia to further strengthen Malaysia's business tourism brand and position for the international business events market. A non-profit organisation, MyCEB serves as a central hub to assist meeting and event planners to bid for and stage international business events in Malaysia and act as a conduit for national product development. MyCEB's goal is to improve its rankings as an international meetings destination within International Congress and Convention Association (ICCA) and to grow business tourism arrivals to Malaysia.

Apart from business events, an important component of MyCEB is the International Events Unit (IEU) which focuses on identifying and supporting international event bids in the areas of sports, art and culture and lifestyle.

In November 2011, MyCEB unveiled its business events tagline, 'Malaysia – Asia's Business Events Hub' which encompasses its aim to communicate Malaysia's proposition as a gateway to Asia for meetings – where many of Asia's diverse cultures, languages and lifestyles are represented and have merged through a long history of trade and meetings.

For more information, please visit [www.myceb.com.my](http://www.myceb.com.my)

**About Meetings and Events Australia (MEA)**

MEA is a national, independent not for profit organisation dedicated to servicing the needs of the meetings & events industry and promoting professionalism and excellence in all aspects of meetings and event management. It also promotes the value and effectiveness of meetings and events as an important high-yield sector of business travel and tourism.

For more information, please visit [www.meetingsevents.com.au](http://www.meetingsevents.com.au)

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